



TOWN OF WAYNESVILLE, NC Board of Aldermen – Retreat

Harrell Center, Edgewater Room, Lake Junaluska Assembly

Date: **March 28, 2014** Time: **8:30 am – 5:30 p.m.**

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townclerk@townofwaynesville.org

TOWN OF WAYNESVILLE
BOARD OF ALDERMEN
PLANNING RETREAT
FRIDAY, MARCH 28, 2014
8:30 AM – 5:30 PM
Draft – For Discussion Only

Emphasis: Crafting a Vision and Charting an Actionable Path Forward

<i>Time</i>	<i>Topic</i>	<i>Presenter/Leader</i>
8:30-8:45	Gather/Coffee/Refreshments	
8:45-8:50	Welcome and Introduction to Today's Session	Mayor Brown
8:50-9:05	Overview of Retreat & Format	David Long, Facilitator
9:05-9:30	Summary of Mgmt Direction, Balanced Scorecard, Existing Plans	Marcy Onieal, Manager
9:30-10:00	Assessing Waynesville's Competitive Position¹	David
10:00-11:00	Structured group brainstorming for Board Focus Question: <i>'What are the most important issues, needs and opportunities facing the Town of Waynesville over the next 3-5 years to open the next chapter of its history?'</i> ²	David
11:00-11:15	Break	
11:15-11:30	Discussion of brainstorming results	David
11:30-12:15	Identification of high-priority strategic directions³	David
12:15-1:00	Lunch	
1:00-2:00	Develop draft strategic plan⁴	David
2:00-3:00	Detailed action planning for very high-priority strategies⁵	David
3:00-3:15	Break	
3:15-3:45	Core Principles, Mission, Vision & Values⁶/Wrap-up	David
3:45-5:15	Focus Topics (15-30 min each, or as necessary) A D B E C F	Mayor Brown Marcy
5:15-5:30	Adjournment	

¹ End product: a SWOT analysis, with a twist, to provide a visionary direction

² End product: a prioritized list of specific ideas generated by the Council with numerical values

³ End product: a hierarchical set of about 5-7 broad themes and strategic directions (e.g. growth management, economic development, infrastructure, quality of life, etc.) with bulleted list of specific priorities under each

⁴ End product: Continuation of footnote #3

⁵ End product: detailed implementation plans for a handful of specific items deemed to be very high priority, listing the 'who, what, how, when, resources needed, etc.'

⁶ End product: gathering the basic ingredients to craft a one-page, visually pleasing, easy-to-read document that can be easily distributed post-retreat.